

ALABAMA CO. BIDS FOR MUSCLE SHOALS

Power Corporation Asks for
Fifty Year Lease From the
Government.

WILL BUILD NEW DAM

Offers to Furnish 100,000
Horse-Power Free for Fed-
eral Nitrate Manufacture.

Special Dispatch to THE NEW YORK HERALD.

New York Herald Bureau,
Washington, D. C., Feb. 15. —
The Alabama Power Company to-
day added its name to the list of those
seeking to take over from the Govern-
ment the Muscle Shoals project. This
company through its president, Thomas
W. Martin, asks for a fifty year lease,
its offer, submitted to Secretary Weeks,
contains the following points and will
be forwarded to Congress by the Sec-
retary:

"To take out a license under the
Federal waterpower act under which
we will complete the construction of the
dam, locks and power house at Muscle
Shoals known as Wilson Dam, or Dam
No. 1, at our expense, with initial instal-
lation of approximately 240,000 horse
power, subsequent installation to be
made in accordance with the Federal
waterpower act as may be necessary,
to meet the market demand for power."
"To furnish free to the Government,
or any one it may designate, from the
hydro power plant 100,000 horse power
as required for the production of fer-
tilizers and munitions of war and for
research in connection therewith; and
if, due to changes in the art, this use
of such 100,000 horse power is discon-
tinued by the Government the Alabama
Power Company to purchase and pay
for same according to a schedule to
be set forth in the license. This power
to be the second 100,000 horse power
at any time available from the normal
flow of the river."

"To purchase the Government's inter-
est in the Warrior extension of the steam
plant of the Alabama Power Company
and facilities, the Warrior and She-
field substations, the transmission line
from Warrior to Sheffield, and the steam
plant at Nitrate No. 2, together with
the necessary rights of way, lands and
housing facilities, and to pay therefor
in five equal installments the sum of
\$5,000,000, less an amount to be agreed
on to cover the cost of locks and naviga-
tion structures at Wilson dam."

"Whenever the safety of the United
States demands, the United States shall
have the right, as more fully provided
in the Federal water power act, to take
over and operate the project covered
by the license for the purpose of
manufacturing nitrates, explosives or
munitions of war, or for any other pur-
poses."

"The project covered by the license
to be subject to recapture by the Gov-
ernment at the end of fifty years under
the terms of the Federal water power
act."

"For many years," Mr. Martin said
today, "the Alabama Power Company
has been serving electricity to the in-
dustries and the public in Alabama. It
is an Alabama corporation, having sev-
eral thousand stockholders in Alabama.
It has now more than 17,000 customers
and serves more than fifty municipali-
ties. It has more than 1,500 miles of
transmission lines, an installed electric
generating capacity of 175,000 horse-
power and is engaged in constructing
a new hydroelectric plant on the Coosa
River of 110,000 horse-power capacity
under a fifty year license granted by
the Federal Power Commission. Its fac-
ilities are now being used to supple-
ment the power supply in Tennessee,
Georgia, South Carolina, and even so
far away as North Carolina, 600 miles
distant, and can be used in even more
distant localities."

BUCKET SHOP TEACHES MEN IN ITS PRIVATE SCHOOL

Continued from First Page.

customer makes if the "producer" sits
tight and insists.
The school room usually consists of
an almost bare chamber, with chairs
and telephone booths. The candidate
for the job is put through the routine
of telephone selling first, and is trained
hard until he is allowed to operate un-
der the supervision of an experienced
man. Then he is turned loose to go
for himself. He is allowed to practice
all he likes by simply walking in when-
ever he feels like it, taking a classified
telephone directory and running
through the list of physicians, dentists
or whatever classification comes handy
or hits his fancy. This is about what
transpires:

"Hello. Is this Dr. Jones? Oh, how
are you, Dr. Jones? Say, have you
finished reading that prospectus we
sent you on Bunco Silver Mines?"
Dr. Jones hasn't finished reading the
prospectus for the reason that none
was sent him, and he has no idea who
is talking to him or what it is all
about.

"Whose prospectus? Oh, ours. This
is Catehem & Skinnem, the big brokers,
you know. Mailed the prospectus my-
self yesterday. You ought to have got
it. Well, anyway, it's the chance of a
lifetime, and we didn't want you to lose
out on it."

Then follows the glowing description
of the mountains of wealth that will be
bestowed on Dr. Jones if he will only
invest as much as \$1.49 in Bunco Sil-
ver. The phone man almost invariably
gives an address instead of his own name,
and the caller just as fast as he long
as Dr. Jones will let him. And maybe
after several calls he will land him.
This is the chap who becomes the
bogus stock salesman, and later "rises"
to the bucket shop class.

Trade Names for Clientele.

There is no secret or mincing words
about the premises of a bucket shop
regarding the nature of the work in
hand. The victim, face to face, over
the telephone or by correspondence, is
treated with the utmost respect and
cordiality until he is stripped of his
money. But behind his back it is dif-
ferent.

Bucket patrons as a class are re-
ferred to glibly in the routine of
everyday work as "ducks," "dabs,"
"lame ducks," "easy marks," just as
casually as a merchant refers to a
yard of cloth or a pound of meat.

Moreover, the process in which the
salesman is lured into the bucket
shop school has its own trade names
for its three divisions. The art of
arousing an intended victim's cupi-
dity and interest is called "framing"
the "come on." Screwing up the vic-
tim's confidence to the point of ac-
tion is called "the build up." Tak-
ing his money away from him goes
under the romantic but by no means
obscure phrase of "taking him to the
clever."

One may rest assured, however, that
such terms of endearment as these
never reach the ears of the victims.
The "producers" are carefully trained
to talk with punctilious politeness, but
with such speed and technical lan-
guage that the victim is overwhelmed
and has no opportunity to break the
trend of the argument. That is in-
variably the system used for telephone
calls, in which the effort is made to
repeat the merits of the stock, com-
pletely ignoring the replies of the per-
son on the other end of the line, until
the "prospect" is actually talked into
a sale. Persistence is also inculcated.
No trick that any salesman ever
uses with success is considered too
insignificant to pass along for the use
of another. Thus, the seemingly inex-
haustible ingenuity of some "pro-

ducer" may be only the accumulation
of tricks of a score of others.
Sentiment and "sob stuff" is quite
ordinary.

A man and a woman sat side by side
in the corridor of the District At-
torney's office one afternoon early this
week waiting for their turn to tell
their stories to an Assistant District
Attorney. They were strangers to each
other. Long waiting, because of the
large number of complainants ahead
of them, at length brought on a con-
versation which disclosed that both
had been duped by the same bucketeer.
It was the same old story of a million
excuses when demand was made for
delivery of stock or transfer of ac-
count.

"This fellow had a picture of a little
girl in a gold frame on his desk," the
woman couched to her fellow victim.
"And do you know what he had the
nervy to say to me when I went down
to demand my stock? Can you guess?"
"Sure I can," laughed the man. "He
pointed at the picture of the little girl
and said with tears in his voice, 'That
sweet little girl is the only thing I've
got to live for. Do you think for one
minute I could ever look into her in-
nocent blue eyes again if I was a
crook? Do you think with her name
to keep clean and her welfare to look
out for, I could cheat you or anybody
else?'"

"Did he say that to you, too?" asked
the woman.

"He did, and I let him keep \$900!"

"He got \$6,000 from me!"

The story was obtained from the
man. How the bucketeer first aroused
the confidence of the woman is not
known, but it is interesting to note
that he hooked the man by patroniz-
ing the victim's garage in Long Island
City and making a fine show of pros-
perity and "the soul of honesty."

It is a curious fact that many vic-
tims refuse to have their eyes opened
even after they have been robbed. The
writer of this article talked recently
with a woman whose "broker" had
been through the bankruptcy court
and against whom she was seeking
action by the District Attorney. Yet
when the term bucket shop was used
inadvertently in referring to her
"broker" she threw up her hands in
holy horror and stoutly defended the
man who had robbed her against any
such infamy attaching to his name.

Secretary Gets Even.

The financial district saw the other
day a highly illuminating and at the
same time ridiculous illustration of
how, though every employee of a
bucket shop may know what kind of a
business is going on, he rarely knows
just what shape the business is in.

The partners in one of the bucket
shops which recently failed kept their
untenable position so close a secret
that until the day of the receivership
the office force had no inkling of the
fact that they would have to look for
new jobs soon. On the day of the
receivership one of the partners called
his secretary, informed her that the
concern had failed and told her she
could go home.

Being a young woman of observant
faculties and considerable spirit, it did
not take her long to guess that the
deluge was on the way and to act
accordingly. She unscrewed her type-
writer from its desk and lugged it
away with her in lieu of wages which

she rightly guessed she would not be
able to collect. Her example was fol-
lowed promptly by the rest of the
force, one taking an expensive lamp,
another all the office supplies he could
lay hands on, a third a carpet, and so
on. When the receiver finally arrived
there was nothing left in the office ex-
cept such bulky furniture as was too
heavy to be carried off without the
assistance of a moving van.

New Arguments Each Day.

But the schooling of the "produc-
ing" force of a bucket shop does not
stop with the fundamentals of the
business. Every morning before op-
erations begin the sales staff is called
in for a lecture, or "dope" talk, from
a man who makes it his business to
keep stocked up on talking points. The
market prices, newspaper articles,
magazine stories, current events—
everything is scanned with the eye of
a hawk to find some glib and plausible
argument, however misleading, which
might possibly persuade some pros-
pect to consent to be "cleaned."

The success of the salesman in mak-
ing money through his trickery, of
course, immediately arouses in the
younger working in such an environ-
ment the ambition to become one him-
self. Thus, the office boy and the
young clerk aspires to become a phone
man; the phone man seeks to become
an outside salesman; the outside man
yearns to be the "traveling represen-
tative;" all strive to become artful
and slick enough to demand "big
money" for their services, and not a
few take a short cut by entering busi-
ness for themselves on a "shoestring."

Thus we see one of the members of
one of the firms which recently failed
stepping from brokerage employee
clerk to head of a bucket shop of his
own on \$1,500 coupled with \$1,500
which his partner raised. When they
failed their liabilities beyond assets
ran around \$75,000, the work of two
almost inexperienced youngsters in
nine months.

NEWARK MAN FLEECED
OF \$105,000; RETURNING

Detectives Reach St. Augus-
tine Too Late to Halt Deal.

ST. AUGUSTINE, Feb. 15.—Morris Heller
before starting for his home in Newark,
N. J., last night announced that he had
been defrauded of his life savings, \$105,-
000, here last week by confidence men
and that he was returning to Newark
to consult his attorneys.

Three private detectives from Newark
who came here last week said they had
learned that Heller, accompanied by an-
other man, had gone hurriedly to New-
ark on February 6, drawn \$105,000 from
his bank and returned immediately to
St. Augustine. Friends, believing an at-
tempt was being made to defraud Heller,
employed the detectives to come here in
the hope that the fleeing could be
prevented, but on their arrival they
discovered Heller and his companion had
departed for some unknown destination
in the North. Heller returned to St.
Augustine Monday.

Heller is connected with the Interna-
tional Finance Corporation, which has
offices at 184 Market street, Newark.
The story of his losses was rumored
about Newark early in the week, al-
though Mr. Heller's name did not come
out then.

POLAND WON'T HAVE 'SHIMMY.'

WARSAW, Feb. 15.—The "shimmy," the
"scandal" and even the fox trot are
anathema to the Polish Government. All
American dance music is prohibited by
the one-step was prohibited by official
order at the annual military ball held
recently.

PRIEST IS HELD ON MURDER CHARGE

Father Delorme Sent to Mon-
treal Jail to Await
Hearing.

Special Dispatch to THE NEW YORK HERALD.

MONTREAL, Quebec, Feb. 15.—Father
Adelard Delorme was arraigned and
later taken to Bordeaux jail to-day,
there to await his preliminary hearing
on February 21 on a charge of murder-
ing his half brother, Raoul Delorme, an
Ottawa University student. The pas-
sages of the courthouse were cleared and
a strong body of police was drawn up to
keep the curious crowd away. It was
observed that the priest was not wearing
the familiar soutane, but wore a heavy
cloak coat with a beaver collar, buttoned
up at the neck. He wore the clerical
collar.

The entire formalities lasted exactly
one-half hour. The warrant charged the
priest with the murder of Raoul Delorme
and was signed by Coroner McMahon.
Smiling, the priest greeted the officials.
He walked around the room for a short
period and then said he wished to make
a statement.

"In a few days I will find something to
clear me of this charge. I demand that
the hearing be held immediately. If it
cannot be held at once I want it as soon
as possible. Could it be on Friday or
Saturday?"

It was explained to Father Delorme
that this would not be possible.
"I have four lawyers," announced
Father Delorme, "and before the date for
the hearing is set I would like to consult
with them. My lawyers are N. A.
Lafamme, K. C.; C. A. Wilson, K. C.;
Gustave Monet and E. Pilon."

An attempt was made by the court of-
ficials to get in touch with one of the
counsel, but none of them could be
reached.
Raoul Delorme's body was found lying
on a snowbank in a suburb of Montreal
on the morning of January 7, death hav-
ing occurred the night before. There
were six bullet holes in the head. Less
than one week before the student had
made a will naming the priest as chief
executor and administrator of the estate
and the beneficiary of a \$25,000 life in-
surance policy taken out at the priest's
direction.

SHORT SKIRTS TO REMAIN.

Evening Dresses Exhibited at
Fashion Show Are Longer.

Every costume needed from the lace
neckline of 9 A. M. to the silk pajamas
of 3 o'clock the next morning was shown
last night at the fashion show of the
Mallinson Silk Company, Thirty-first
street and Fifth avenue.

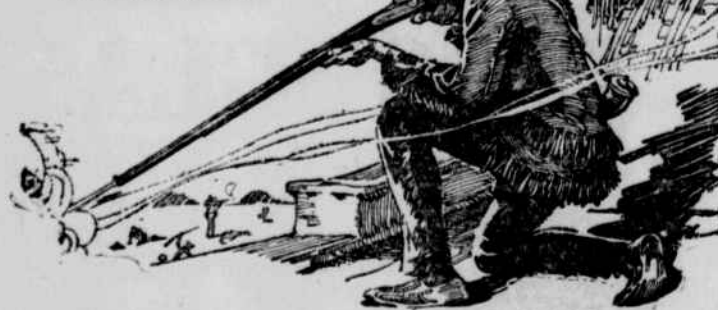
The evening feature of the show was
called "Around the clock with the Mal-
linson girl." A large clock face stood
above the specially constructed stage in
the center of the main floor of the store
and the appropriate costume was dis-
played as the hands were moved from 9
A. M. to 3 A. M. One hundred and
fifty complete costumes, from hat to
shoes, were shown.

Sports suits, green in color, with short
skirts and shoulder capes of the same
material, a new wrinkle, appeared to
have the strongest vogue. In evening
costumes longer skirts were in evidence.
Judging by the styles it is considered
likely that the short skirt will remain
over the coming summer.

Two actresses and a child actress
were the attractions of the evening.
They were Dorothy Young and Diana
Allen and Rita Murphy, the six-year-
old toe dancer from the musical comedy
"Sally."

Remember the Alamo!

What Davy
Crockett won
for you, today,
in San Antonio



WHEN Davy Crockett and his companions fell in
defence of the Alamo in the bravest battle against
odds that Americans ever fought, the winning of an
empire began.

Fired to a patriotic frenzy by that cruel slaughter, six weeks later
Sam Houston utterly routed Santa Ana on the banks of the San
Jacinto and forever removed the Mexican menace from Texas soil.

Today in San Antonio stands the battle-scarred Alamo—a
shrine of Americanism that is a delight to every visitor. His-
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cities, magnificent hotels and

sunny beaches. See all these
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Orleans to California—a de-
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APACHE
TRAIL



New and Magnificent Sails from New York March 1

Accommodations can still be obtained for the
sailing on March 1 of the new 34,000-ton Homeric,
which has joined the far-famed Olympic in our
service to Cherbourg and Southampton.

Adding to the attraction of her public rooms with
their great size and refined beauty, the Homeric has
a number of modern features that appeal to the
traveler of luxurious taste—open fires in reading,
writing, music and smoking rooms. Electric elevators.
Complete telephone system. Large library. Gymna-
sium. Long, enclosed promenade decks. Covered
deck for sports. Interesting shop, replete with
novelties of two hemispheres. Special dining room
for children. Rooms in suites; single rooms with
shower baths. Smart inside rooms at lower cost, kept
fresh by a ventilation system of ozonized air.

The experience and
finished skill of the
White Star organiza-
tion, which have made
the reputation of a long
line of famous ships,
provide a cuisine and
service of the highest
excellence.



Weekly sailings begin
this spring in our Liver-
pool-Queenstown Ser-
vice with the Adriatic
and three other splen-
did ships over 20,000
tonnage—for Ireland,
Wales and English
Lake District.

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